

Message Text

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SUBJECT: BIDS ON TARGET INDUSTRY RESEARCH AVIONICS AND AVIATION
SUPPORT EQUIPMENT (AAS)

FOR COMMERCE

REF: A-2719, APRIL 3, 1974

1. OF 12 FIRMS SOLICITED, ONLY FOLLOWING THREE HAVE SUBMITTED BIDS
FOR AAS EQUIPMENT (ALL DOLLAR PRICES CONVERTED BY POST AT
LIRE 625 EQUALS \$1).

A) JOHN L. BARISONE, BUSINESS CONSULTANT. ITALY ONLY
LIRE 2,593,759 (\$4,150). IN WRITTEN BID DOCUMENT, BARISONE
STATED THAT HE HAD NOT HAD A CHANCE TO EXAMINE NEGRETTI STUDY, BUT
THAT HE EXPECTED IT WOULD RESULT IN 10 0/0 REDUCTION IN ABOVE PRICE.
HE HAS NOW EXAMINED STUDY AND HAS OFFERED 5 0/0 REDUCTION, THUS
BRINGING HIS PRICE TO LIRE 2,464,063 (\$3,942.50). BARISONE
PROPOSED 29 INTERVIEWS AS FOLLOWS: END-USERS, 17; TRADE
ASSOCIATIONS 2; MANUFACTURERS AND IMPORTERS 10; BIDDER
STATES HE AND HIS ASSOCIATES HAVE BEEN ACTIVE IN MARKET
RESEARCH FOR 8 YEARS. HE CLAIMS FAMILIARITY WITH AVIONICS
THROUGH INFORMAL ASSOCIATIONS WITH THE CENTRO ELETTRONICO
AVIO (CEA), NOW A DIVISION OF AERITALIA. HE CLAIMS HIS
ASSOCIATES HAVE ALSO BEEN INVOLVED IN SEVERAL RESEARCH
PROJECTS CONCERNING THE AIRCRAFT AND AIRCRAFT COMPONENTS
INDUSTRIES.

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B) A.T. KEARNEY S.P.A. ITALY ONLY. LIRE 3,000,000 (\$4,800). KEARNEY PROPOSES 30-35 INTERVIEWS AS FOLLOWS: END-USERS, 15-20; MANUFACTURERS AND IMPORTERS 10; GOVERNMENT AGENCIES AND TRADE ASSOCIATIONS 5. KEARNEY CITES BROAD RANGE OF MARKET RESEARCH EXPERIENCE IN ALL FIELDS. MAIN WORK THIS STUDY WOULD BE PERFORMED BY CARLO QUATTROCIOCHI WHO HAS A DEGREE IN AERONAUTICAL ENGINEERING AND WHO BEFORE JOINING KEARNY WAS A MEMBER OF THE RESEARCH AND CONSULTING CENTER OF THE ITALIAN AIR FORCE.

C) SOCIETA' ITALIANA PER L'ECONOMIA APPLICATA (SITEA). ITALY ONLY. LIRE 2,500,000 (\$4,000). SITEA PROPOSES 25 INTERVIEWS AS FOLLOWS: GOVERNMENT AUTHORITIES 4; AIRPORT ADMINISTRATION 6; INTERNATIONAL AND DOMESTIC AIRLINES 6; SUPPLEMENTARY CARRIERS 2; GENERAL AVIATION 2; FIXED BASE OPERATORS 2; MANUFACTURERS AND AGENTS 3. WHILE SITEA WAS ESTABLISHED IN 1973 AND THUS HAS CONDUCTED NO SURVEY IN THE FIELD OF AVIATION, ANTONIO MARTELLI, MANAGING DIRECTOR OF FIRM, AND RESEARCHER GUALTIERO TONELLA CLAIM RESPECTIVELY 14 AND 6 YEARS EXPERIENCE IN MARKET RESEARCH.

2. COMMENTS: THE PRICES QUOTED BY BARISONE AND SITEA ARE VIRTUALLY A TOSS-UP; WHILE KEARNEY IS SOME \$800 HIGHER THAN THE OTHER TWO. NEVERTHELESS WE IMPRESSED WITH OVERALL REPUTATION OF KEARNEY AND WITH THE TECHNICAL QUALIFICATIONS OF PERSON WHO WOULD BE ASSIGNED MAIN RESPONSIBILITY FOR STUDY. WE INCLINED NOT TO RECOMMEND AWARD OF THIS CONTRACT TO BARISONE UNTIL WE AND COMMERCE HAVE HAD OPPORTUNITY EXAMINE QUALITY OF HIS WORK ON FOOD PROCESSING AND PACKAGING TIR STUDY, AND BECAUSE WE WONDER WHETHER IN EVENT HE OFFERED CONTRACT, HE WILL HAVE NECESSARY RESOURCES TO CARRY IT OUT. (HE HAS, IN FACT, HINTED TO US THAT HE MAY BE FORCED TO WITHDRAW HIS BID IF ONE OF HIS ASSOCIATES, WHO CURRENTLY OUT OF THE COUNTRY, DECIDES SHE UNABLE HELP WITH PROJECT.) THUS WE RECOMMEND AWARDED CONTRACT TO SITEA IF PRICE IS THE MAIN CONSIDERATION. IF NOT, WE RECOMMEND AWARD KEARNEY IN VIEW OF ITS WORLD-WIDE REPUTATION AND QUALIFICATIONS OF ITS RESEARCH STAFF FOR THIS PARTICULAR STUDY.

3. COPIES OF BID DOCUMENTS SENT VIA APO MAY 8. FINA

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